

## Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**              Joint Ventures – MTOT Online COOP

**Application Completed by**      Diane Medler

### Approval Requested

  X   Final

       Preliminary

KCVB is participating in the MTOT Online Coops with the following buys:

Adara Media Match: Ads are targeted to travel-related content on a national level. Retarget from VisitMT.com and data enhancement, booked to MT or searched to MT or competitive destination and advertiser site re-targeting. Run dates are Oct 2013 – Jan 2014 for a total of 3,003,704 impressions: \$10,000 KCVB, \$10,000 MTOT Match

Madden Media: Madden offers analytics services to choose an audience and the messages that effectively influence them. Impressions will be split between premium sites and Google Display Network with additional targeting and retargeting options. Run dates are Oct 2013 – Jan 2014 for a total of 1,600,000 impressions. \$5,000 KCVB, \$5,000 MTOT Match.

iExplore: iExplore is a travel site for adventure and experiential travel. The ads will be targeted to travel-related content on a national level. Includes billboard sponsorship ad and co-op eNewsletter ad. Run dates are Mar-June 2014 for a total of 220,000 impressions.

### KCVB PROJECT BUDGET FY 14 JOINT VENTURES MTOT ONLINE COOP

	State Tourism Funds	Other Funds	Total
<b>MARKETING/ADVERTISING:</b>			
Online ad placement Adara Media	\$10,000	+	\$0 = \$10,000
Online ad placement Madden Media	\$5,000	+	\$0 = \$5,000
Inside Out Media/iExplore	\$1,000	+	\$0 = \$1,000
<b>TOTAL</b>	<b>\$16,000</b>		<b>\$0 = \$16,000</b>

<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	<b>\$16,000</b>	<b>+</b>	<b>\$0</b>	<b>\$16,000</b>
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